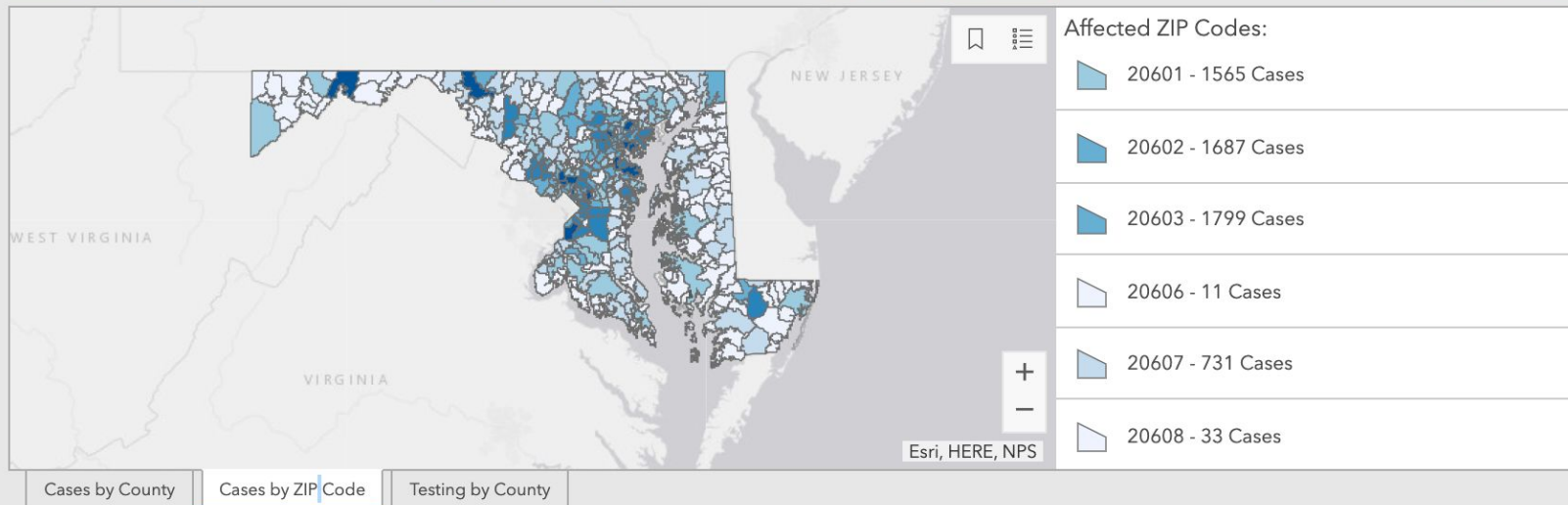


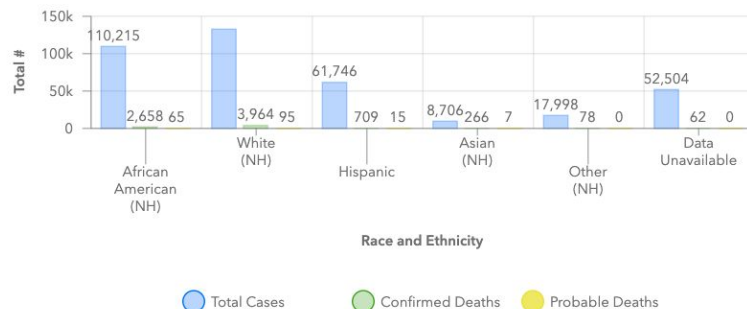
# **MARYLAND VACCINE EQUITY TASK FORCE BRIEFING**

**MARCH 4, 2021**

# Maryland COVID-19 Data Dashboard



Cases and Deaths, by Race/Ethnicity



Percent of Population Tested for COVID-19, by County - Full Screen View

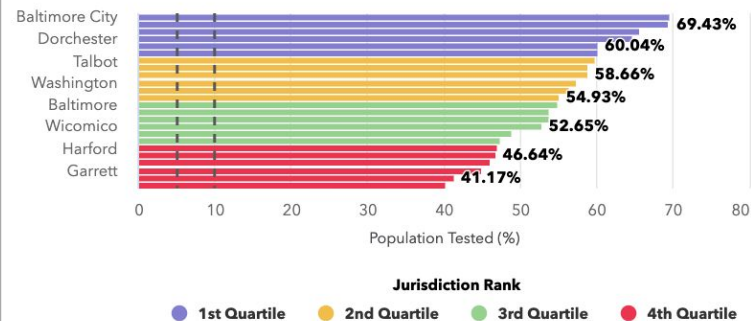












Image Courtesy of Hannah Gaskill via Maryland Matters

# **VACCINE EQUITY TASK FORCE**

- **Led by General Birckhead, Lt. Governor Rutherford, MDH Office of Minority Health and Disparities**
- **Counties asked to appoint equity task force advisers**

# GoVAX PSAs



# **ADDITIONAL OUTREACH**

- **TV, radio, print, social media advertising**
- **Virtual town halls**
- **Marketing partnerships**
- **Call center with English- and Spanish-speaking agents**





# **FEDERALLY QUALIFIED HEALTH CENTERS**

- **Called for in federal equity guidance**
- **Serve patients below the poverty line**
- **Receive direct allocation of doses**

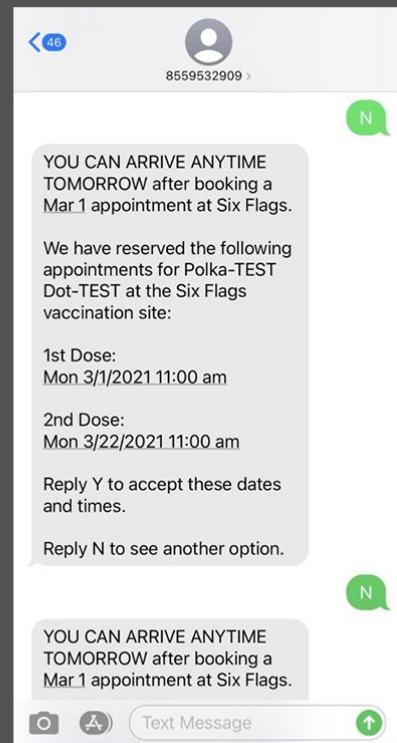
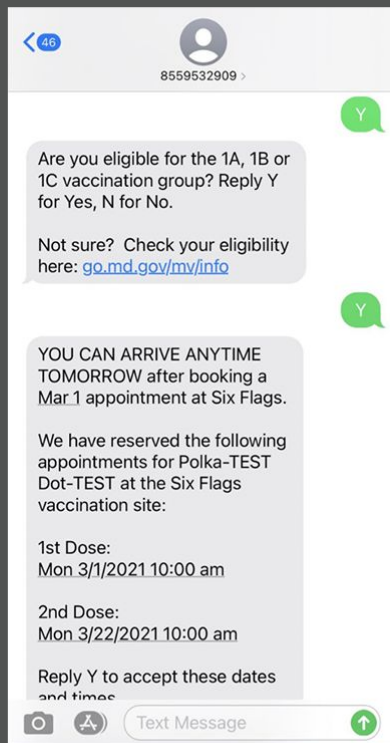
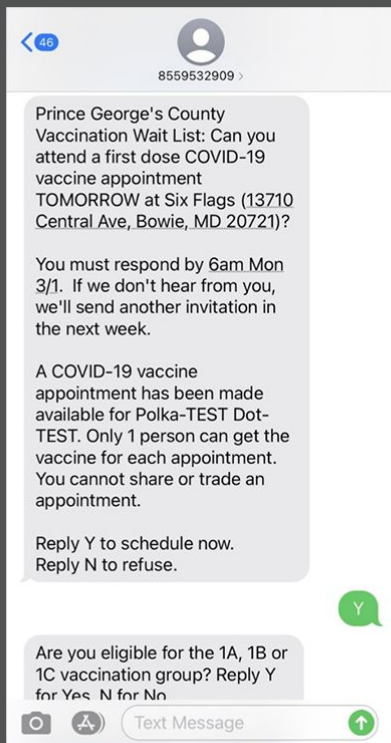




Vaccinations supported by Safeway at the Linden Park Apartments, via Baltimore City Health Department.



# TEXT-BASED OUTREACH





Vaccination clinic at REID Temple AME Church

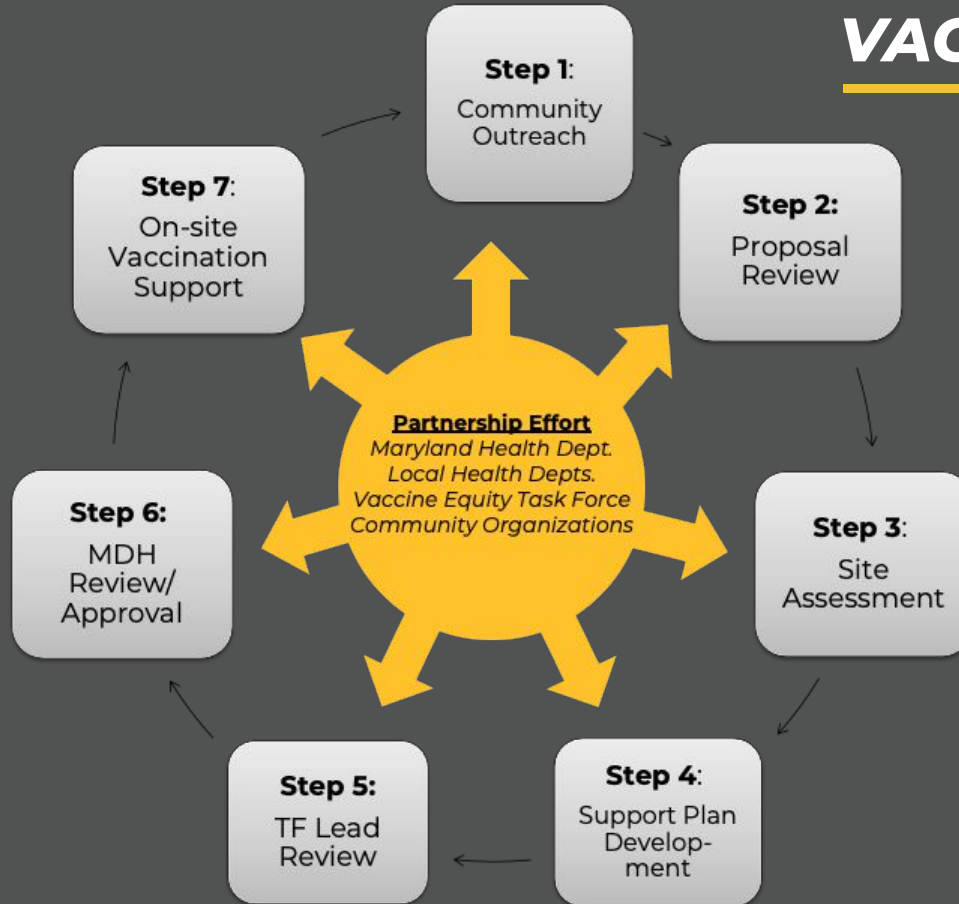
**BG JANEEN BIRCKHEAD**

**MARYLAND NATIONAL GUARD**





# VACCINE EQUITY TASK FORCE



*This is...*

**A PARTNERSHIP-FOCUSED EFFORT**

*with...*

**COMMUNITY-BASED SOLUTIONS**

*that will ensure...*

**THE EQUITABLE DISTRIBUTION OF THE COVID-19 VACCINE**



# New Shiloh Baptist Church

## Address:

2100 North Monroe Street  
Harold A. Carter Way  
Baltimore, MD 21217



## Partnering with Safeway

### Expected Volume:

- 50 vaccinations Feb. 27, 2021
- 250 vaccinations March 6, 2021
- Anticipated second doses scheduled for March 27 and April 3, 2021

### Vaccines by manufacturer:

- Moderna

### Coordination for second course vaccination:

- All 2<sup>nd</sup> doses will be written on card given to patient during 1<sup>st</sup> vaccine
- Reminder email/ call coordinated through PrepMod days before next vaccine

# VACCINE EQUITY TASK FORCE

## Methodology

### Identify Vulnerable Communities

CDC's Social Vulnerability Index

2020 Census

American Community Survey

Maryland Data (CRISP/IMAP)

ESRI

Area Deprivation Index





# Sacred Heart

**Address:**

600 S. Conkling Street  
Baltimore, MD 21224



## **Partnering with John Hopkins Medical Institute (JHMI)**

### **Expected Volume:**

- 150 vaccinations Feb. 26, 2021
- Anticipated second dose scheduled for March 26, 2021
- Pre-registration through community site coordinator or on-site

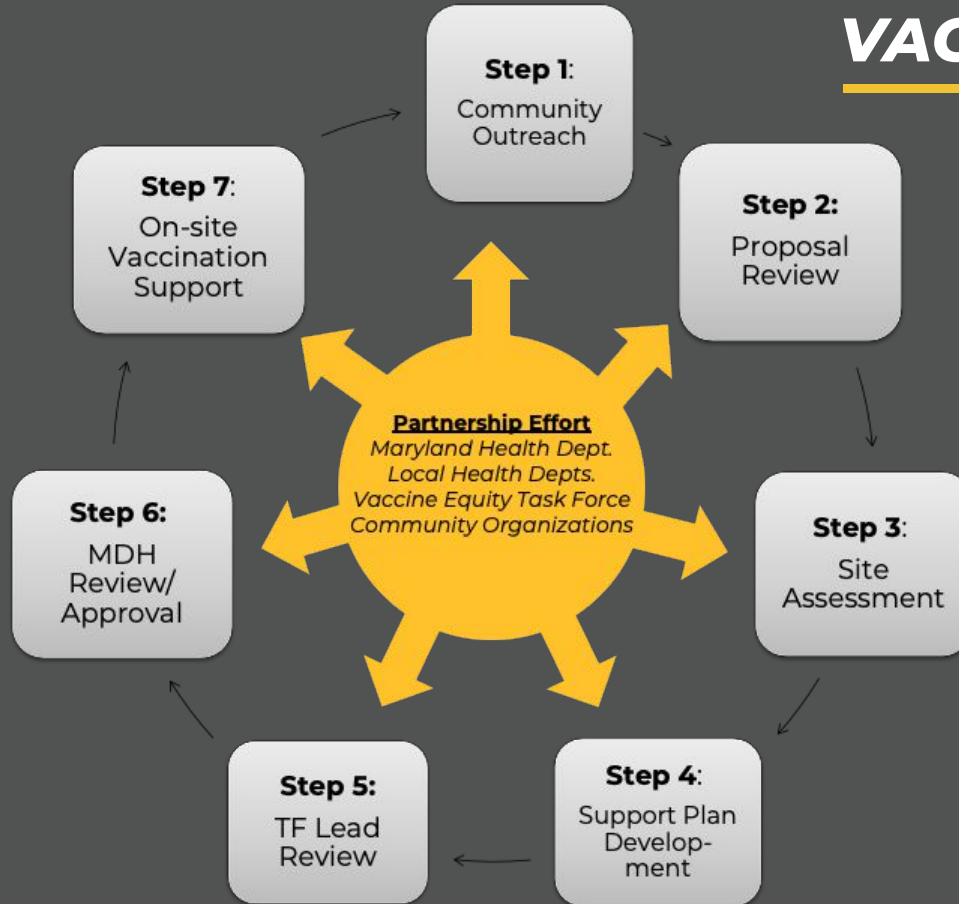
### **Vaccines by manufacturer:**

- Moderna

### **Coordination for second course vaccination:**

- All 2<sup>nd</sup> doses will be written on card given to patient during 1<sup>st</sup> vaccine
- Reminder email/ call coordinated through Epic System days before next vaccine

# VACCINE EQUITY TASK FORCE



*The Plan is...*

**FLEXIBLE  
ITERATIVE  
DATA-DRIVEN  
and  
RELIANT ON A TEAM APPROACH**

*to get*

**ALL MARYLANDERS VACCINATED**



**LT. GOVERNOR BOYD  
K. RUTHERFORD**

# **MARYLAND VACCINE EQUITY TASK FORCE BRIEFING**

**MARCH 4, 2021**